



How to follow The Mediterranean Diet for better health and longevity

10 Tips for Buying Authentic Extra Virgin Olive Oil (Evoo)

Amidst a Sea of Fakes



Key Concepts:

- Know the when, who, and where of your EVOO:
 - When it was made (harvest date)
 - Who produced it
 - Exactly where it was made
- Olives are a fruit. Authentic extra virgin olive oil is like fresh-squeezed fruit juice – seasonal, perishable, and never better than the first few weeks it was made. Remember...true extra virgin olive oil is *extremely perishable!*



Buyers Guide:

1. When choosing your oil, buy oil in a dark glass or other containers that protect against light and air. keep it well sealed and store in a cool, dark place away from heat and sunlight.
2. Choose a small bottle or can and replenish often.
3. Labels: Choose only “Extra Virgin” on the label, **NOT** “pure” or “light” oil, “olive oil,” or “pomace olive oil.”
4. To ensure freshness: only buy oil with a “harvest date” stamped on it. (See examples.)
5. Phrases like “packed in Italy” or “bottled in Italy,” do not mean that the oil was made in Italy. To avoid bottling scams, only buy oil whose precise point of production – a specific mill is listed.
6. If available, buy oil with the highest polyphenol content (above 500)—an important indicator of the oil’s range of health-giving characteristics.
7. If available, look for a free fatty acid level (FFA) of 0.2 percent or lower FFA and peroxides at well below 10 meq/kg.
8. Although not always a guarantee of quality, buy oil with a certification seal such as PDO and PGI; Australian Olive Association, the California Olive Oil Council and the Association 3E.
9. Buy organic if available.
10. Avoid bargain prices, producing a genuine extra virgin oil is expensive!



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Examples:

HARVEST DATES:

Buy fall harvest dates from the Northern hemisphere crush (October to January: Europe, United States) in spring and summer and Southern hemisphere crush (April-June: South America, South Africa, Australia) in fall and winter.

Example: you would have bought this EVOO in the spring and summer of 2013





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POLYPHENOL, FFA and PEROXIDE levels:

Below is an example of an excellent oil: polyphenols= 610 (above 500); FFA= 0.1 (< 0.2) and peroxide= 4.0 (well below 10 meq/kg)

